

Message Text

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DEPARTMENT PASS AGRICULTURE FOR HALLOWELL, MINYARD,
BERNITZ; PASS USIA

E.O. 11652: N/A
TAGS: EAGR, GW
SUBJECT: DUESSELDORF HOTEL SALES EXHIBIT FOR U.S. FOODS

1. THE FIRST SALES EXHIBIT FOR U.S. FOODS EVER TO BE HELD IN A HOTEL IN GERMANY DREW TO A SUCCESSFUL CONCLUSION ON WEDNESDAY 26 JUNE 1974. THE EXHIBIT WAS HELD IN THE RHEINLANDSAAL OF THE DUESSELDORF HILTON HOTEL FOR TWO AND ONE-HALF DAYS BEGINNING MONDAY 24 JUNE THRU MIDDAY 26 JUNE, AND THE 20 EXHIBITING FIRMS WERE VISITED BY WELL OVER 400 OF THE TOP BUYERS FROM THE LEADING RETAIL/WHOLESALE, INSTITUTIONAL, HOTEL/RESTAURANT, AND FOOD MANUFACTURING/PROCESSING ORGANIZATIONS IN THE RHEIN-RUHR REGION OF THE GERMAN STATE OF NORTH-RHEIN-WESTFAlia.

2. THE EXHIBIT WAS SPONSORED BY THE FOREIGN AGRICULTURAL SERVICE OF THE U.S. DEPARTMENT OF AGRICULTURE AND WAS THE LAUNCH PROJECT OF A PLANNED SERIES OF SUCH HOTEL SALES EXHIBITS WHICH WILL BE STAGED ANNUALLY IN VARIOUS GEOGRAPHIC LOCATIONS IN GERMANY BEGINNING IN THE SPRING OF 1975. THE EXHIBITS WILL BE KEPT SMALL AND PORTABLE AND ARE DESIGNED TO BRING THE TRADERS TO THE TRADE, ON A REGIONAL AND HIGHLY SELECTIVE BASIS.

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3. THE EXHIBITORS AT DUESSELDORF, COMPRISED NOT ONLY

OF IMPORTERS AND AGENTS OF U.S. FOODSTUFFS BUT ALSO IMPORTERS AND PROCESSORS OF U.S. RAW MATERIALS, SUCH AS RICE AND SOYBEANS, WERE UNIFORMLY ENTHUSIASTIC ABOUT THE EXTREMELY HIGH LEVEL OF THE VISITORS THAT ATTENDED THE EXHIBIT, THE NUMBER OF HIGH LEVEL CONTACTS MADE IN JUST TWO AND ONE-HALF DAYS, AND THE ACTUAL AND ANTICIPATED SALES THAT RESULTED FROM THEIR PARTICIPATION. SALES FIGURES WILL BE REPORTED IN A SUCCEEDING COMMUNICATION. ALL PARTICIPANTS INDICATED THEIR WILLINGNESS TO TAKE PART IN FUTURE SUCH EVENTS.

3. THE OFFICE OF THE AGRICULTURAL ATTACHE/BONN PLANNED, ORGANIZED, AND EXECUTED THE DUESSELDORF PROJECT. USIS/BONN COOPERATED CLOSELY WITH FAS/BONN IN COMPOSITION, DESIGN, AND CONSTRUCTION OF THE EXHIBIT, AND GENEROUSLY CONTRIBUTED TIME, PERSONNEL, AND EQUIPMENT FOR PRINTING AND OTHER ASSISTANCE. THE ATTACHE WISHES TO ESPECIALLY ACKNOWLEDGE A DEBT OF GRATITUDE TO MRS. MARLISE WILKE OF THE AGRICULTURAL STAFF, AND TO MR. DIETER LOMMEL OF USIS, WHOSE OUTSTANDING EFFORTS CONTRIBUTED SO DECISIVELY AND MATERIALLY TO THE SUCCESS OF THE ENDEAVOR. THE AGRICULTURAL ATTACHE LOOKS FORWARD TO ADDITIONAL SUCCESSFUL TRADE PROMOTION EFFORTS IN COOPERATION WITH USIS IN THE FUTURE.

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